



WSYR
201 Humboldt St
Rochester, NY 14610

Shorr Johnson Magnus
100 North 20th Street
Suite 201
Philadelphia, PA 19103

Contract # 1439537

Schedule Dates 09/30/16-10/03/16
Advertiser Charles Schumer/US Senate/Democrat/NY (83888)
Agency Shorr Johnson Magnus (19332)
Product Political - US Senate (1077)
Brand SCHUMER 4 SENATE (564406)
Salesperson Millennium - Washington D, Washington DC (1421)
Sales Office Millennium - Washington DC
Buyer Name HOLLA, ELIZABETH
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments Schumer 4 Senate
NEW ORDER. PLS CHCK AND CNF. T&R

Date Entered 09/29/16
Last Modified 09/29/16
Entered By Carrie Burdin
CO-OP No
Headline # ECR25320100
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,706.00
Net Total \$15,334.00
Sales Tax

Syracuse (WSYR)
By Broadcast Month
Oct. 2016 21 \$18,040.00
Grand Total: 21 \$18,040.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Prime	10/02/16-10/02/16	3	1:00	9P- 10P (EST)	1							X	1	\$2,000.00	\$2,000.00	Syracuse (WSYR)		9/29/16
2.0	Normal Line / SPOT	09/30/16-09/30/16	3	1:00	7A- 9A (EST)	1					X			1	\$790.00	\$790.00	Syracuse (WSYR)	GMA	9/29/16
3.0	Normal Line / SPOT	10/03/16-10/03/16	3	1:00	7A- 9A (EST)	1	X							1	\$790.00	\$790.00	Syracuse (WSYR)	GMA	9/29/16
4.0	Normal Line / Prime	10/02/16-10/02/16	3	1:00	10P- 11P (EST)	1							X	1	\$2,000.00	\$2,000.00	Syracuse (WSYR)		9/29/16
5.0	Normal Line / News	09/30/16-09/30/16	3	1:00	5:30A- 6A (EST)	1					X			1	\$450.00	\$450.00	Syracuse (WSYR)	News	9/29/16
6.0	Normal Line / News	10/03/16-10/03/16	3	1:00	5:30A- 6A (EST)	1	X							1	\$450.00	\$450.00	Syracuse (WSYR)	News	9/29/16
7.0	Normal Line / News	10/03/16-10/03/16	3	1:00	12P- 12:30P (EST)	1	X							1	\$450.00	\$450.00	Syracuse (WSYR)	News	9/29/16
8.0	Normal Line / News	09/30/16-09/30/16	3	1:00	6A- 7A (EST)	1					X			1	\$850.00	\$850.00	Syracuse (WSYR)	News	9/29/16
9.0	Normal Line / News	10/03/16-10/03/16	3	1:00	6A- 7A (EST)	1	X							1	\$850.00	\$850.00	Syracuse (WSYR)	News	9/29/16
10.0	Normal Line / SPOT	10/03/16-10/03/16	4	1:00	12:30P- 1P (EST)	1	X							1	\$180.00	\$180.00	Syracuse (WSYR)		9/29/16
11.0	Normal Line / SPOT	09/30/16-09/30/16	3	1:00	7P- 7:30P (EST)	1					X			1	\$560.00	\$560.00	Syracuse (WSYR)	ET	9/29/16
12.0	Normal Line / SPOT	10/03/16-10/03/16	3	1:00	7P- 7:30P (EST)	1	X							1	\$560.00	\$560.00	Syracuse (WSYR)	ET	9/29/16
13.0	Normal Line / SPOT	09/30/16-09/30/16	3	1:00	7:30P- 8P (EST)	1					X			1	\$430.00	\$430.00	Syracuse (WSYR)	Insider	9/29/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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14.0	Normal Line / SPOT	10/03/16-10/03/16	3	1:00	7:30P- 8P (EST)	1	X							1	\$430.00	\$430.00	Syracuse (WSYR)	Insider	9/29/16
15.0	Normal Line / Prime	10/03/16-10/03/16	3	1:00	8P- 10P (EST)	1	X							1	\$3,500.00	\$3,500.00	Syracuse (WSYR)		9/29/16
16.0	Normal Line / SPOT	09/30/16-09/30/16	3	1:00	11:35P- 12:35A (EST)	1					X			1	\$350.00	\$350.00	Syracuse (WSYR)	Kimmel	9/29/16
17.0	Normal Line / SPOT	10/03/16-10/03/16	3	1:00	11:35P- 12:35A (EST)	1	X							1	\$350.00	\$350.00	Syracuse (WSYR)	Kimmel	9/29/16
18.0	Normal Line / News	09/30/16-09/30/16	3	1:00	11P- 11:35P (EST)	1					X			1	\$1,200.00	\$1,200.00	Syracuse (WSYR)	News	9/29/16
19.0	Normal Line / News	10/03/16-10/03/16	3	1:00	11P- 11:35P (EST)	1	X							1	\$1,200.00	\$1,200.00	Syracuse (WSYR)	News	9/29/16
20.0	Normal Line / SPOT	10/02/16-10/02/16	3	1:00	8A- 9A (EST)	1						X		1	\$350.00	\$350.00	Syracuse (WSYR)	GMA	9/29/16
21.0	Normal Line / News	10/02/16-10/02/16	3	1:00	7A- 8A (EST)	1						X		1	\$300.00	\$300.00	Syracuse (WSYR)	News	9/29/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date: 9/28/16
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I, Shorr Johnson Magnus,
 being/on behalf of: Charles Schumer,
 a legally qualified candidate of the Democratic
 political party for the office of: US Senate
 in the General
 election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available): \$

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Schumer

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Mike Toth

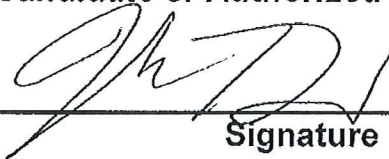
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/28/16

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

Todd Guard

Printed Name

9/29/16

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Friends of Schumer

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

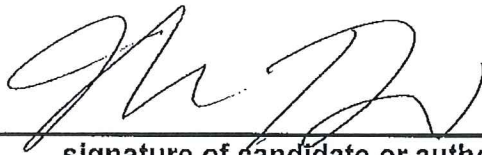
☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Michael D'Ettorre

printed name

9/28/16

date